

THE DECLINE OF THE MEDIA INDUSTRY

Media has had a rough time of it recently. With bookstores going out of business and new regulations attempting to restrict online content, things are definitely changing. Just how much remains to be seen.

THE NEWSPAPER INDUSTRY



One of the longest-running forms of media is in trouble.

NEWS-PAPERS

were once a staple in every household, but that's just not true today.

Advertising revenues dropped by

44.24% in just **4 years.**



Between 2007 and 2010,

13,500 newspaper journalists lost their jobs.¹⁰



U.S. newsrooms have lost



full-time staff levels are lower than they have been since the 1970s.¹¹

Local news reporting on their own news is on the rise.¹²



WHAT IS GOING ON?

THE DEMISE OF BOOKSTORES



First, mega-bookstores wiped out most smaller bookshops.¹³

Then mega-bookstores began to go out of business.¹⁴

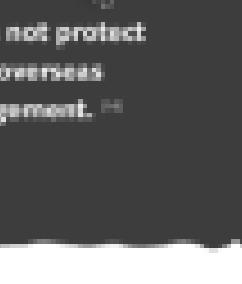
Barnes and Noble is the last big chain to remain.¹⁵

It is becoming obvious that digital is the way to go, and the Internet is now the source of much of our media... but even that is in danger.

Amazon now sells more e-books than print books. The last known ratio was 115 e-books for every 100 print.¹⁶

The 3rd generation Kindle is the bestselling product ever on Amazon.¹⁷

Originally for adults, e-readers are becoming more popular with younger readers now.¹⁸



IS THE WRITING ON THE WALL?

THE IDEA:

To crack down on online piracy and copyright infringement by preventing access to websites that host and aid the transfer of pirated materials.¹⁹

Blockbuster

DVDs will be obsolete by 2030.

Hollywood Video

The company has moved almost entirely to streaming video.

In 2010,

In 2009, the company saw an 18% drop in revenues in the U.S.²⁰

SOPA

Malicious claims could disable websites that aren't really infringing at all.²¹

WHAT HAPPENED?

Amazon now sells more e-books than print books. The last known ratio was 115 e-books for every 100 print.¹⁶

Opponents feel SOPA will destroy the online economy.²²

The 3rd generation Kindle is the bestselling product ever on Amazon.¹⁷

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